Vulnerability / Susceptibility

Overview

- What is Vulnerability?
  - What does not fit
- What is Susceptibility?
  - Survival considerations

Analytical Workflow:
General to Specific
(Knowledge to Assessments)

Values, Beliefs, Worldview *(cultural anthropology/social psychology)*

Operational Behavioral History *(organizational dynamics)*

Perceptions

Motivations (Needs and Objectives)

Current Capabilities

Situational Factors

Decision Process

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Vulnerability

- Identify population segment
  - Those against you, with you, on the fence
  - Several techniques for this…situation-appropriate
- Identify motivation or need; value-based emotional component; align with beliefs

Vulnerability (cont)

- Identify a fissure, gap or inconsistency with target values/needs/beliefs and situation (adversary)
- Communication approach (accessibility)
  - Language
  - Context (historical, economic, religious)
  - Medium

Susceptibility

- Can the target accomplish the desired action? Is it in their interest?
  - Resources
  - Social Access
  - Survivability
  - Skill
- How likely?

Summary

- Vulnerability
  - Fissure, conflict, inconsistency
  - Affective, value, belief or motivational component
- Susceptibility
  - Ability to behave in a way that is compatible or desirable for 'influencing' agent